

Sales & Marketing Report for 2022

2022 saw a return to near normal, with events resuming after a hiatus of two years.

Before the main show season Nick Lake and I produced a new display panel aimed at raising funds. This created a lot of interest, and sales and donations, at shows.

May saw us at Rickmansworth after a gap of 6 years. We had sunshine, crowds and very good sales. We spent the Platinum Jubilee weekend at Stoke Bruerne, but poor weather meant low footfall and sales, and not opening at all on the Sunday and Monday. The Braunston Historic Weekend was our best ever. We had lots of space so put out all the accumulated donated goods received since the 2019 show. In July we were at Cosgrove and Linslade, both of which resulted in lots of sales and donations.

We also had 2 “pop ups” in the Marina. Firstly over the Easter weekend, in conjunction with us working on Raymond (in the wet dock) and Nutfield (in the marina arm), and then over the August Bank Holiday weekend. We plan to continue with these in 2023.

In addition, we attended several land-based events. Three of these were in Southam, thanks to Norman Townsend and Kath Wheeler, one of which was a very successful Christmas Market. Another was the Braunston Scarecrow Weekend in September, where we set up on the village green. All of these generated useful funds and we hope to repeat them this coming year.

None of this would have been possible without the many people who helped me during the year. Two deserve a special mention. Firstly Nicki Walton, who makes our ever popular jam and marmalade, of which we sold 450 jars in 2022. We have already discussed supplies for 2023. Secondly Norman, whose lockdown idea of making a few narrowboat shaped planters has been hugely successful, with sales of at least 100 last year. Thank you all.

With Raymond now moored in the marina arm, we plan to produce display panels to hang on the boat. These will give a brief history, and hopefully encourage donations from visitors. It is hoped these will be in place by Easter.

Finally, if you have any surplus items, especially waterway related, you would like to donate and help raise funds, please contact me on sales@friendsofraymond.org.uk. Thank you.

Brian Seymour